

If you work for a **GOVERNMENT AGENCY,**

YOU belong in GBA.

GBA IS ALL ABOUT THE BUSINESS OF PROVIDING GEOPROFESSIONAL SERVICES: GEOTECHNICAL ENGINEERING AND RELATED CIVIL-ENGINEERING SPECIALTIES, GEOLOGY, ENVIRONMENTAL EVALUATION AND REMEDIATION, AND CONSTRUCTION-MATERIALS ENGINEERING AND TESTING, AMONG OTHERS. THAT BEING THE CASE, WHY SHOULD YOU WANT TO BECOME PART OF GBA? AND **WHY IS GBA MAKING IT SO INEXPENSIVE FOR YOU TO JOIN?**

Two important membership benefits make it worthwhile for you to join GBA. FIRST, we teach people how to become trusted geoprofessional advisors no matter what sector they serve in. True: You need to have the technical wherewithal, so others trust what you have to say. But, realistically, how you present your technical recommendations can make all the difference, because the people you're advising, be they owner representatives or co-workers, seldom possess the knowledge to second-guess your technical judgments. Do you appear professional to them? Do you speak confidently and write clearly? Do you seek actual or virtual face-to-face communication, or at least voice-to-voice communication? Do you evidence concern? Do you follow up to ensure those you've advised have interpreted your recommendations properly? These are just a few of the many "trusted professional advisor" skills GBA teaches through an astonishing array of programs, services, and materials. But it doesn't end there.

GBA also teaches organizational skills, including human-resources management, PR and marketing, social networking, leadership transition, and many more. **Geoprofessionals in government need these just as much as geoprofessionals in private practice.**



Did you know that geoprofessional issues are the number-one source of construction claims, disputes, and litigation? That's because geoprofessional issues are not dealt with effectively, in large part because **geoprosessionals do not gain the respect they need to be heard.**

SECOND, assuming you already are or soon will be dealing with private-sector geoprofessionals, you will benefit by gaining a better understanding of key private-sector concerns. Being able to see things from "the other guy's" point of view can help you and the other guy quickly settle upon mutually acceptable solutions to mutually concerning problems, be they related to technical matters or business matters. You can gain much by being able to convert "Why do you have to insist on this?" to **"I understand where you're coming from and I think I have a way around that we both can live with."**

GBA offers an absolutely unmatched depth and breadth of programs, services, and materials to get all geoprofessionals from "here" to "there." Close to 1,000 items: case histories; *GBA Best Practices* and *GBA Business Brief* monographs; books, guides, and manuals; newsletters; magazine-column manuscripts; audio programming for project professionals, project managers, and field personnel; do-it-yourself Lunch & Learn seminars (complete with PowerPoint slides and resources for distribution); other in-house seminar materials (e.g., on ethics); DVD professional-practice presentations; model contracts, memos, letters, DFRs, and report-insert sheets; and so much more! **And every single bit of it – thousands of dollars' worth – is available to you 100% free of charge.** There's also no charge for you to get involved with a committee or council. (While the programs, services, and materials are extremely valuable, the most valuable benefits of all are the person-to-person dialogue that occurs, and the bonds of friendship and trust established, at meetings and through shared committee/council experiences.)

How much does Government Membership cost? \$50 each year. Why so low? Because we genuinely want you to be involved, and we realize that you may have to pay for your involvement "on your own nickel." All geoprofessionals will benefit by having a better understanding of one another; by knowing more about perspectives that reflect what and how we practice. To the extent that geoprofessionals in government know more about geoprofessionals in private practice, and *vice versa*, so much the better for all. And to the extent that we can help geoprofessionals in government perform better and enhance their own image, so much the better for all geoprofessionals and the geoprofessions themselves.

Government Membership in GBA is by invitation only. If you'd like to be invited, just let us know: we'd love to have you involved. In the meantime, get more information about GBA by visiting our website (www.geoprofessional.org) or contacting our office (info@geoprofessional.org or 301/565-2733).